



USPS

Marketing Opportunities

Paul Vogel
President & Chief
Marketing / Sales Officer
8-17-11

Restricted and Confidential—Internal Use Only



Agenda

The New USPS.com – Joe Adams,

General Manager, Digital Access

Every Door Direct Mail – Dave Mastervich,

Manager, Saturation & Catalogs

Direct Mail Hub – Tom Foti,

Manager, Direct Mail & Periodicals



New Activities Started

1. Mobile Barcode Promotion – July/August
2. PRC Approved on August 15th
 - Change the weight increment in Reply Rides Free to 2 oz.;
i.e., customers may mail up to 2 oz. at the 1 oz. price.



Mobile Barcode Promotion

Participation Through August 12

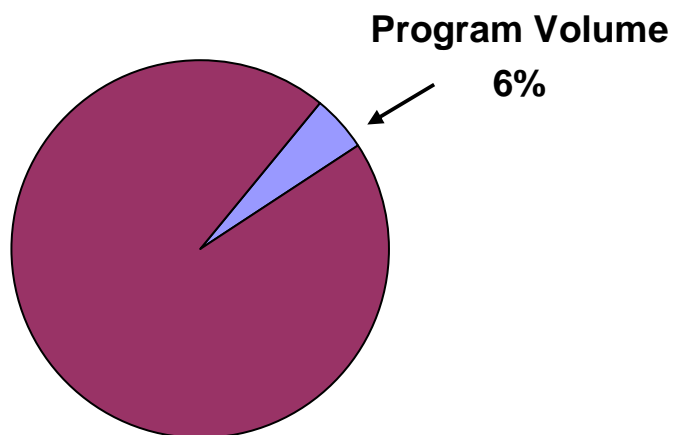
Total Customers

3,344

Total Mailings

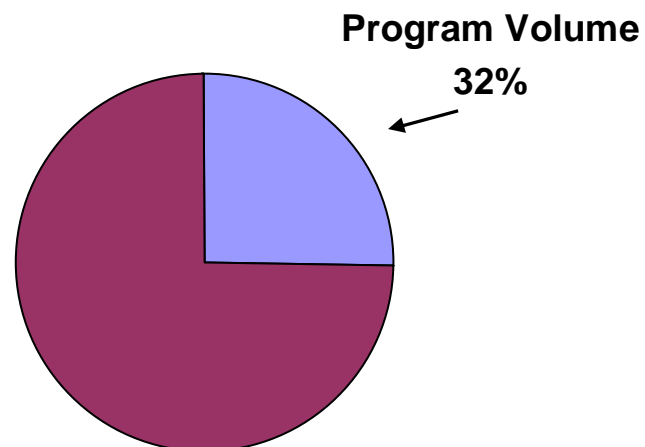
46,647

First-Class Mail Presort Volume



FCM Promotional Volume = 305 M

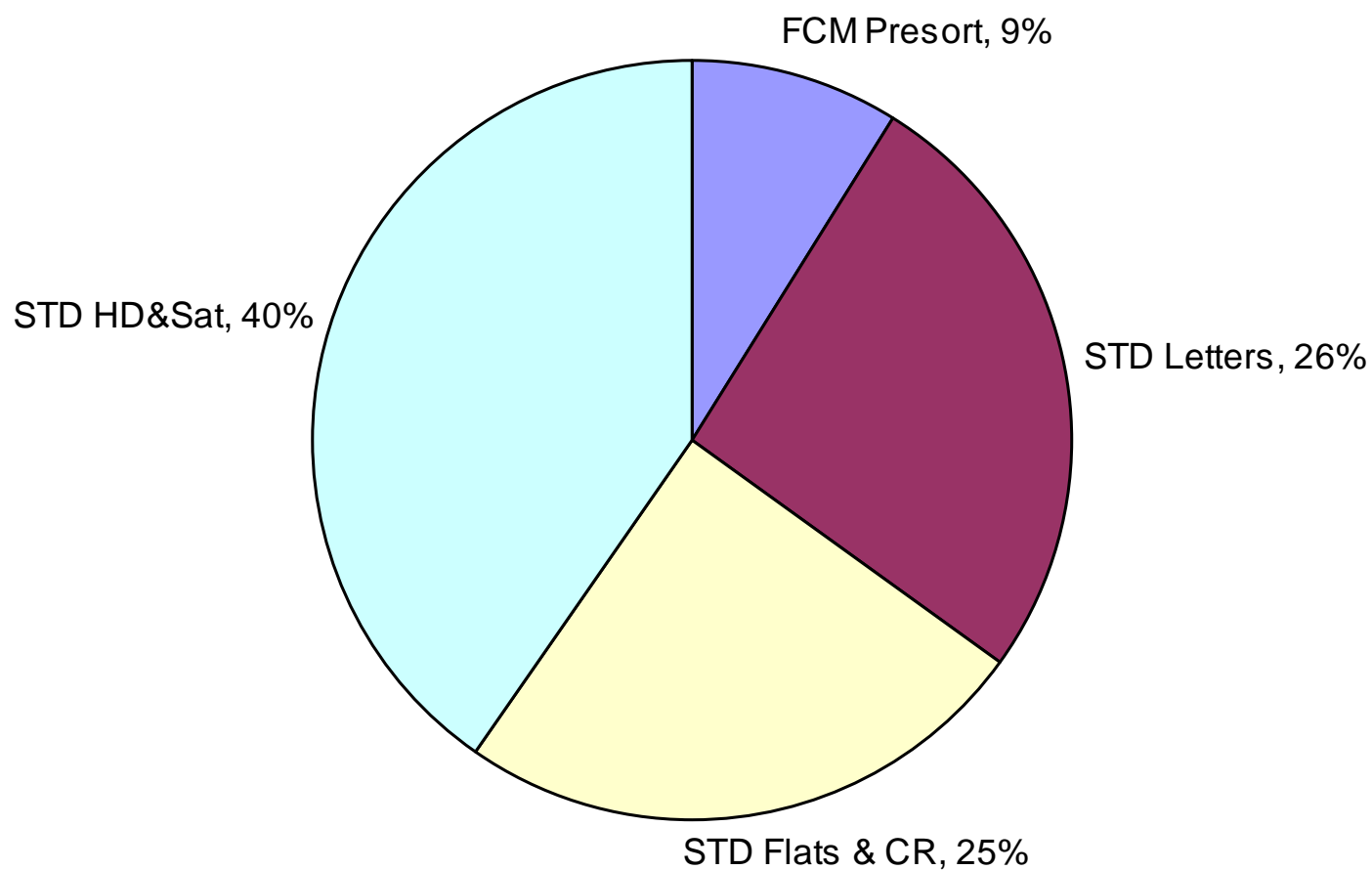
Standard Mail Volume



Standard Mail Promotional Volume = 3,131 M



Mobile Barcode Promotion Volume



Cumulative program volume as of 8/12/2011

The New USPS.com Platform

Joe Adams

Agenda

- **Why usps.com is Changing**
- **Website Demo**
- **Next Releases – This Fall**

Traditional Post Office vs. Alternative Channels

Cost Per Dollar

23¢

**Mon-Fri
9am – 5pm
Limited weekends**



Traditional Retail is the most costly channel of service

Customers choose convenience and easy access

Customer choice will create the impetus to reconfigure retail network

Online

8 - 12 ¢

24/7



Partner

2-7 ¢

~7am-9pm



Self Service

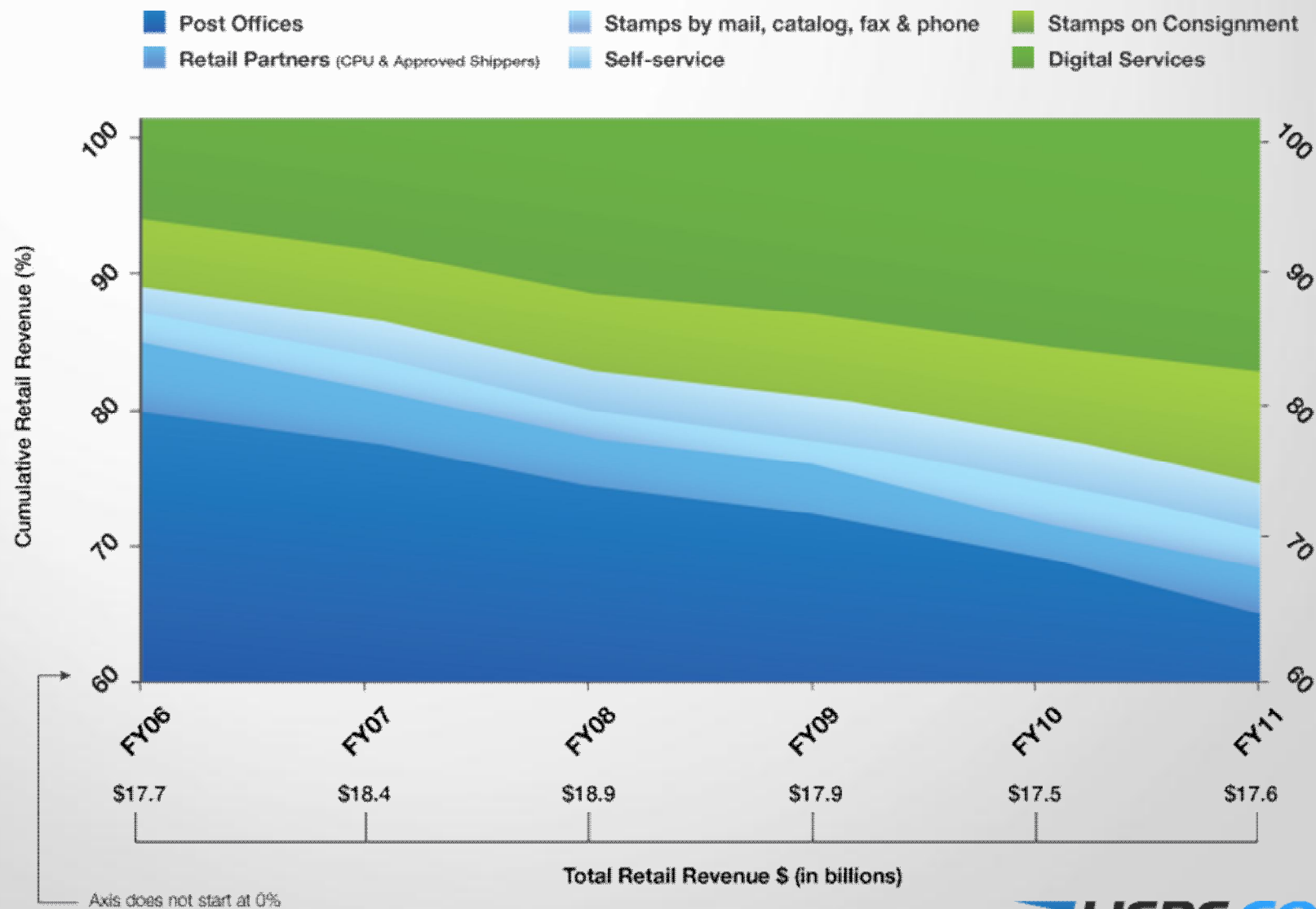
8 - 12 ¢

24/7



Retail Revenue

Customer Post Office visits down 18% over last 3 years



Selected Leading e-Retailers

Ranking	Sales in \$M	% Total Sales	Company Name
2	\$10,000	42%	Staples
11	\$2,500	5%	Best Buy
22	\$1,330	2%	Target
	\$700mm	1%	USPS
39	\$574	16%	Neiman Marcus
43	\$550	1%	Home Depot
78	\$260	1%	Nike

Source: Internet Retailer Top 500 List

Proprietary Property of the United States Postal Service

- Improve experience for households & small businesses
 - Simple... Consistent...always available
- Grow Revenue
 - Introduce new services
 - Preferred
- Reduce costs
- Update web technology
 - re-usable...standards...efficient

“Keep up with evolving needs of customers”

Website Relaunch Phases

- 1. Introduce New Website - July 25th.**
 - ❑ “Do Business” versus “Find Corporate information”
 - ❑ Infrastructure improvements
- 2. Add New & Improved Apps/Features - Fall 2011**
- 3. Deploy New eCommerce Infrastructure - Fall 2011**
 - ❑ Unified experience for customers:
 - common account history, address book, etc
 - ❑ Click-N-Ship Redesign - Jan 2012
 - ❑ New products/services integrated into platform

The New usps.com

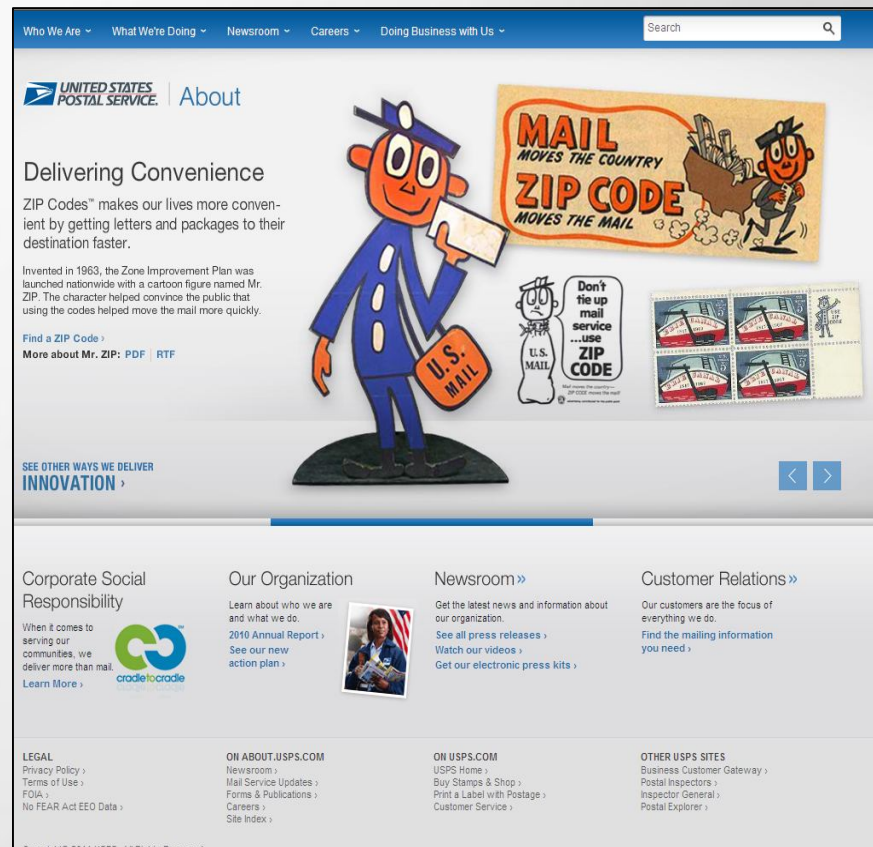


eCommerce Site

Easier to do Business

Proprietary Property of the United States Postal Service

The New about.usps.com



Corporate Information Site

Easier to Find Information



Search USPS.com or Track Packages

Quick Tools

Always a Click Away

Roll over the tools menu across the site to access quick, handy tools.

- Track & Confirm
- Find USPS Locations
- Calculate a Price
- Look Up a ZIP Code™

Print a Shipping Label

What you need:

- A standard printer
- Regular paper
- An envelope or package

What to do:

- 1 Choose a shipping service.
- 2 Add extra services.
- 3 Print the label.
- 4 Attach it to your mail.



Get Started

Ship a Package

Send Mail

Manage Your Mail

Shop

Business Solutions

Introducing the New USPS.com®

Making it easier to ship and manage your mail digitally.

- New, simpler navigation
- Quicker access to the tools you use most
- A new site dedicated to USPS® news and information

Watch the Video



The New USPS.com.

Watch the video >



Any Weight. Same Rate.

Get free Flat Rate boxes >



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Get Started

Ship a Package

Print a Label with Postage

Schedule a Pickup

Order Free Boxes

Get Mailing Supplies

Calculate a Price

Look Up a ZIP Code

GET HELP TO:

Add Insurance & Extra Services

Compare Services & Prices

Prepare Domestic Shipments

Prepare International Shipments

File an Insurance Claim

Send Mail

Manage Your Mail

Shop

Business Solutions



Do what you want, when you want at USPS.com®.

Ship | Mail | Shop

The New USPS.com.

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[Look Up a ZIP Code™](#)

Get help to...

[Add Insurance & Extra Services](#)

[Compare Services & Prices](#)

[Prepare Domestic Shipments](#)

[Prepare International Shipments](#)

[File an Insurance Claim](#)

Ship a Package

At the U.S. Postal Service®, we offer easy and convenient ways for you to ship packages without leaving your home or office.

Use our online tools to:

- Order free Priority Mail Flat Rate Boxes and other free supplies.
- Calculate a price with our easy and quick calculator.
- Print a label with postage from your computer using a standard printer.
- Schedule a pickup online and have your carrier pick up your package.

[Ship Now](#)





Create Your USPS.com Account

Choose an account type

[Which account type should you pick?](#)

☐ Personal ☐ Business

Create a username & password

* Indicates a required field

*Pick a Username

Username need 6 characters.
You can use your email address. [?](#)

[CHECK THIS NAME](#)

*Pick a Password

Passwords need 7 characters, including a letter and number. They are case-sensitive. They can include special characters, but not your username or more than two repeat characters in a row. [?](#)

Password

Password Strength

0% Too Short

Re-Type Password

*Pick Your First Security Question

Select [?](#)

Your Answer

Answers are not case-sensitive. [?](#)

Re-Type Your Answer

Next, we need your name and contact info

* indicates a required field

Enter Your Name

Title

Select [?](#)

Enter Your Address [?](#)

*Country

UNITED STATES [?](#)

Enter Your Phone Number

*Type

US [?](#)

*Phone [?](#)

Ext.



Your Account:

[Your Profile](#)

[Stored Payment Info](#)

[USPS Applications](#)

[Transaction History
\(coming soon\)](#)

Hi, Blaise

Review your information and make changes if you need to.
You'll also be able to change your password.

Your Name
Mr Blaise Pascal

Company Name
Mystic Hexagram

Phone Numbers
Phone: 2125551212

Company Address
350 5TH AVE
NEW YORK, NY 10118-0110
UNITED STATES

Email Address
Blaise@gmail.com

Communication Preferences
You've elected to receive information...

- ✓ From USPS
- ✓ From USPS Partners

[Edit Your Profile](#)

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[Inspector General](#) ›
[Postal Explorer](#) ›

Schedule a Pickup

* indicates required fields

[Need to make changes to a Scheduled Pickup?](#)

[FAQ](#)

Need a pickup today?
Or during a specific timeframe?
[Check out Pickup On Demand](#)



Where should we pick up?

Give us details on your pickup and when you'd like it. Your carrier can pick up your shipment free when he comes around if you're using an expedited service like Priority Mail®, Express Mail®, Global Express Guaranteed®, or Merchandise Returns services.

☒ This is a business address.

*First Name

M.I.

*Last Name

Blaise

Pascal

*Phone Number

Ext.

2125551212

*Company Name

Mystic Hexagram

*Email Address

Blaise@gmail.com

*Street Address

350 5TH AVE

Apt / Suite / Other

*City

NEW YORK

*State

NY - New York

*ZIP Code™

10118-0110

*Where should the carrier look for your shipment?

Select

In/At Mailbox

On the Porch

Front Door

Back Door

Side Door

Knock on Door/Ring Bell

Mail Room

Office

Reception

⚠ Address should be standardized. [Do that now](#)

[Read our Privacy Policy](#)

When should we pick up?

Pickups are made when your carrier makes your regular delivery.

Choose the days you'd like us to pickup in the next:

7 days

Calendar Key: ☐ ☒ ☐ ☐ ☐

Now Viewing:

Friday, August 5 - Thursday, August 11

Fri

5

Sat

6

Sun

7

Mon

8

Tue

9

Wed

10

Thu

11



Search USPS.com or Track Packages

Quick Tools

Always a Click Away

Roll over the tools menu across the site to access quick, handy tools.



Track & Confirm



Find USPS Locations



Calculate a Price



Look Up a ZIP Code™

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Get Started

Ship a Package

Send Mail

Manage Your Mail

Shop

Business Solutions

- Track & Confirm
- Change Your Address
- Hold Mail
- Forward Mail
- Schedule a Redelivery

GET HELP TO:

- Get or Renew a PO Box
- File an Insurance Claim
- Research Delivery Options
- Manage Mail for the Deceased
- Learn About Mailbox Guidelines
- Learn About Free Product Samples

Scheduling a Pickup
Just Got Easier

The New USPS.com.

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Get to Know USPS®

[Find news, events, and recent innovations](#)



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- [Inspector General](#)
- [Postal Explorer](#)



About

The Foundation for Our Future

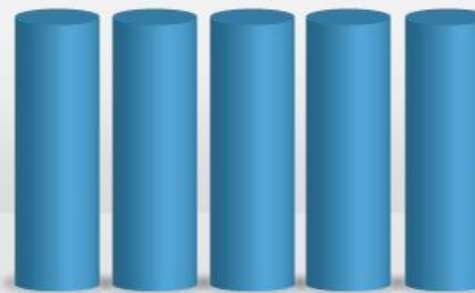
In 2010, the Postal Service set forth an aggressive and balanced vision that put in place significant changes to our business model. These changes will ensure our future viability and a return to profitability.

The United States Postal Service 2010 Annual Report features financial highlights and an in-depth analysis of our work to deliver unparalleled service for generations to come.

[Read the 2010 Annual Report](#) ▸

[Read the Postal Facts 2010](#) ▸

Cutting costs.



Corporate Social Responsibility

When it comes to serving our communities, we deliver more than mail.

[Learn More](#) ▸



Our Organization

Learn about who we are and what we do.

[2010 Annual Report](#) ▸



Newsroom»

Get the latest news and information about our organization.

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New & Improved Apps/Features

- **Introduce Spanish and Chinese translations for all new pages**
 - Develop official USPS glossaries
- **Introduce Paypal**
 - Available in central payment engine; CNS first to enable it
- **Hold Mail Redesign**
 - Simple, transaction record, able to modify/cancel
- **Redelivery Redesign**
 - Simple, transaction record, able to modify/cancel
- **PO Locator Improvements**
 - In-house vs 3rd party solution
 - Mapping available for other uses

New Infrastructure and New Apps

Launch New eCommerce platform

- ◆ Common tools shared by all apps
 - One account history, one address book, etc.
- ◆ Optimize of flows to increase conversion
- ◆ “Personas” ...Personalized campaigns
- ◆ Improved measurements

New/updated apps

- ◆ New Premium Forwarding Service
- ◆ New Postal Store
- ◆ New Personalized Stamp Envelopes
- ◆ New Click N' Ship

Integrate/build new applications

- ◆ USPS products
- ◆ 3rd party

[Ship a Package ▾](#)[Send Mail ▾](#)[Manage Your Mail ▾](#)[Shop ▾](#)[Business Solutions ▾](#)

- **New CNS**
- **Returns**
- **Sales leads**
- **Business Solutions**
- **etc**
- **EDDM**
- **DM Hub**
- **Other Hybrid**
- **Afiliates:**
 - Click2Mail
 - PostCard mania
 - Card Store
- **etc**
- **Digital Mail**
- **Future mail management features**
- **etc**
- **3rd Party fulfilled merchandise**
- **Expanded skus**
- **New categories**
- **etc**
- **DM Hub**
- **EDDM**
- **CNS For Business**
- **API with Postage... complete shipping solution for developers**
- **etc**

USPS® Mobile Solutions

The United States Postal Service® offers ways to manage your mail digitally using our USPS Mobile solutions.

Get the app, now.
Or, use your mobile browser at m.usps.com

iPhone

Android

BlackBerry

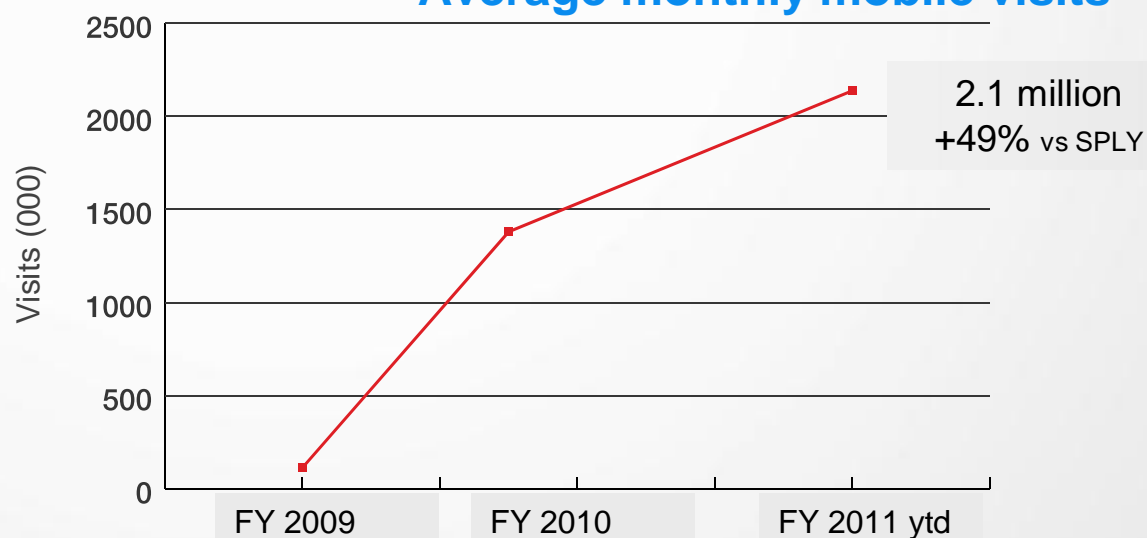
iPhone®

USPS Mobile gives you instant, on-the-go access to the most popular tools on USPS.com. Track a package, find Post Offices™ and collection boxes, calculate prices, and look up Zip Codes™ any where you go.



1
MILLION+
downloads

Average monthly mobile visits

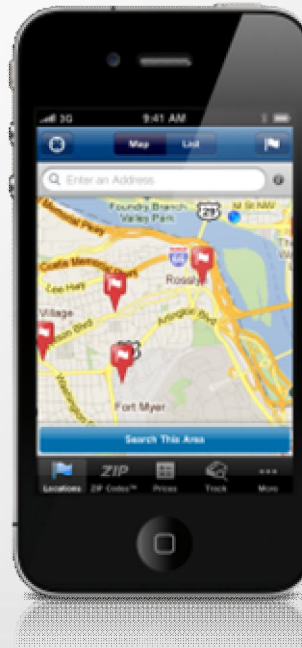


Releases

- Launched first USPS mobile site Sept '09
- Launched first iPhone app Dec '09
- Added rates to iPhone app Dec '10
- Introduced first Android app March '11
- Introduce first Blackberry app Sep '11

Smartphone Apps

- ✓ Find USPS locations
- ✓ Look Up a ZIP Code
- ✓ Track & Confirm
- ✓ Calculate a Price



USPS Mobile™ Website

- ✓ Sept, 2009 first mobile site
- ✓ visits immediately exceed expectations



Future

- Login: “Access my account”
- Scan Bar Code for tracking
- Transactions
 - Hold Mail
 - Other traditional Postal services
- New Services



Vision: Easy to Send. Easy to Manage. Connect to Carrier



Easy to send:

- Order boxes and supplies
- Pay postage
- Print labels
- Order carrier pickup
- Find drop off location
- Lookup zip code
- Track package
- etc

Manage Incoming Mail:

- Hold mail
- Forward mail
- Change address
- Schedule delivery
- ...and
- Hybrid mail
- Digital mail
- etc

eCommerce

- Returns
- WebTools API suite, including Label with Postage API
- Click N' Ship for Business
- 3rd party solution integration
- 3rd party merchandise sales

Digital Future...Secure, protected connection between every address & person



THANK YOU





Every Door Direct Mail Update

Dave Mastervich



Every Door Direct Mail

- Simplified Address Format for Saturation Mail
- Simplified Address – Rural Routes
- Simplified Address – City Routes (Flats Only)
- Name Changed January 2011 to:

Every Door Direct Mail (EDDM)



Every Door Direct Mail

SMP Online Tool

Every Door Direct Mail Simplified Mail Process - Windows Internet Explorer

https://smp.usps.gov/

Previous

ZIP Code	Route	City State	Residential	Business	Total	Remove
22205	C013	ARLINGTON, VA	333	1	334	<input checked="" type="checkbox"/>
22207	C015	ARLINGTON, VA	314	60	374	<input checked="" type="checkbox"/>

Approximate Cost

3.3 oz (0.2063 lbs) or less

☒ Flats ☐ Parcels

None: \$3,018.83

Next

Done

Local intranet 100%

start

Inbox - Microsoft Out...

Every Door Direct Mail...

11:16 AM



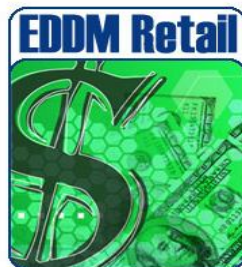
Every Door Direct Mail

45,057+ Visits Per Month to SMP Online Tool

Decision Tree Designed to Direct Customers to EDDM Retail or EDDM Saturation Mail

Welcome to the Every Door Direct Mail (EDDM) Simplified Mailing Process. This application is designed to assist users in utilizing the USPS® Delivery Statistics to determine the number of mailpieces within a selected radius for preparing saturation mailings.

Start the EDDM process by selecting the product you wish to use for processing your mailing.



EDDM Retail - Saturation mailings are taken to the local Post Office retail unit for processing. Requirements:

- Customer must have a USPS business Customer Registration Identification (CRID)
- Mailing includes standard mail flats only
- Each mailpiece must be equal to or less than 3.3 ounces
- Each mailpiece must display special indicia or permit imprint
- Each retail unit submission must include a minimum of 200 mailpieces; but not exceed 5,000 mailpieces per day
- Mailing must be accompanied by PS Form 3587-1, which includes delivery statistics documentation
- Postage rate of 14.2¢ charged for each mailpiece
- Postage is paid in full at the retail unit

Do you have a Customer Registration Identification provided by USPS?

☐ Yes ☐ No



EDDM - Saturation mailings are prepared for processing at a Business Mail Entry Unit (BMEU). Requirements:

- Customer must have an active USPS Standard mail permit number
- [Click here](#) for more information
- Mailing includes Standard Mail flats or irregular parcels
- Mailing must be accompanied by PS Form 3602R; in addition to Delivery Statistics File documentation
- Mailings entered at the BMEU and dropped at local Post Office must be accompanied by PS Form 8125
- Postage rates may vary

Questions about EDDM or EDDM Retail? Call 877-747-6249.



Every Door Direct Mail

Every Door Direct Mail Retail

12,097 + Customers Registered on BCG

9,292 EDDM Retail Transactions

98% New Mailer Activity

(Other USPS Product not used in previous 90 days of using EDDM Retail)

7,122,119 Pieces Total Volume

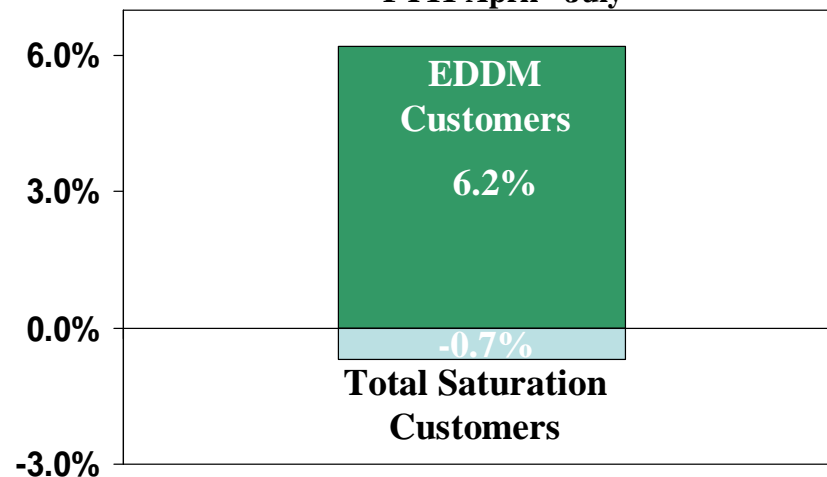
1,849 Pieces Per Mailing = 4 Carrier Routes



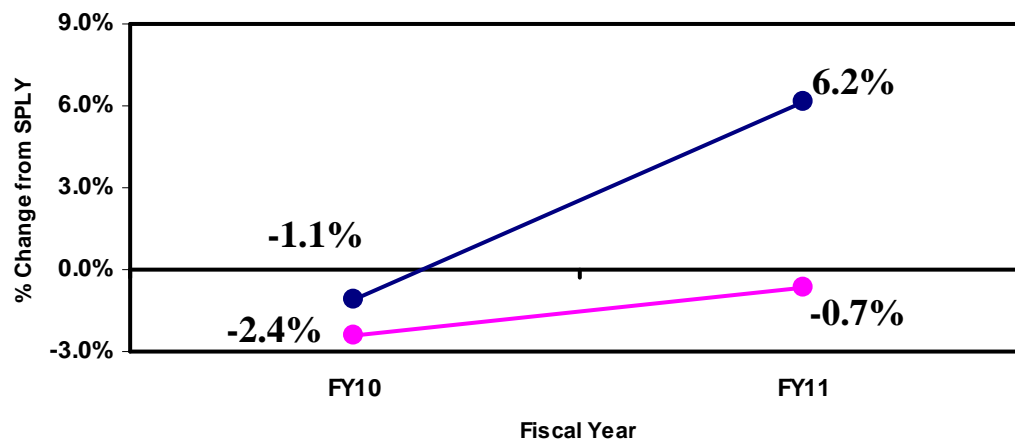
Every Door Direct Mail - *BMEU* Activity

- Total Saturation Mail volume has declined by -0.7% between April and July
- Saturation Mail volume for EDDM Customers has increased by 6.2%
- Total Saturation Mail is currently still experiencing volume decline compared to SPLY
- Since the release of EDDM, there has been Saturation Mail volume growth for EDDM customers

Saturation Mail Volume Growth Compared to SPLY
FY11 April - July



Volume Growth from SPLY





Every Door Direct Mail

2011 Marketing Initiatives

- Grow Your Business Day Promotions
 - Over 2,000 Events
- Direct Mail to Large Businesses
 - 40,000 piece mailing
- Direct Mail to Small Businesses
 - 510,000 piece mailing Vertical Market
- Webinars and Business Development Vertical Marketing
 - Grocers - Restaurants
 - Realtors - Auto Dealers / Parts



Direct Mail Hub & Mobile Barcode Program Update

Tom Foti

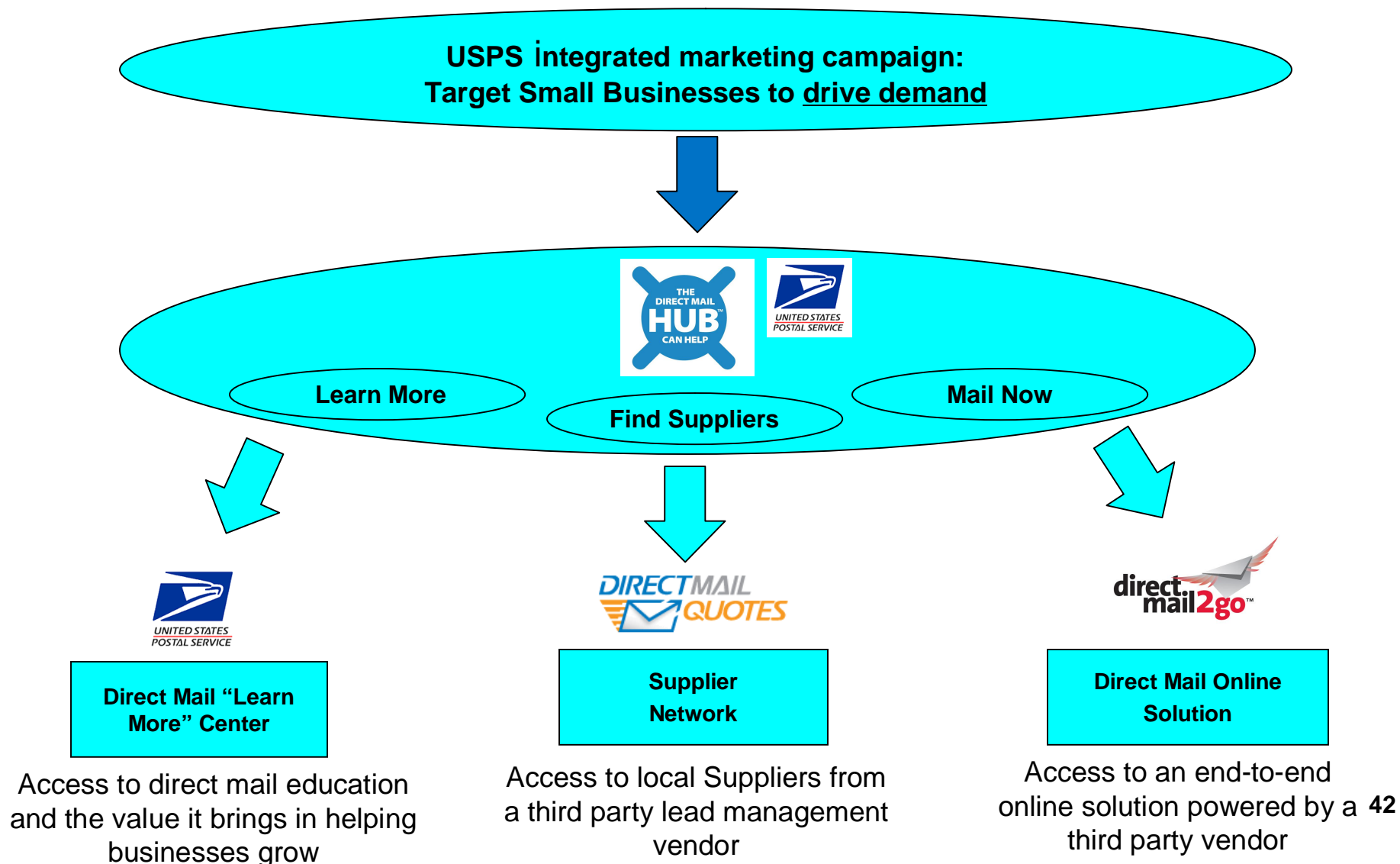
Direct Mail Hub is a destination point designed to engage small business customers with the world of direct mail.



Effective and Efficient ways to introduce new small business customers to Direct Mail

- Drive demand through an Integrated Marketing Campaign
 - Increase awareness on the benefits and value of Direct Mail
 - Eliminate misconceptions about Direct Mail
 - Provide specific call-to-action
- Offer easy to use tools for developing a Direct Mail Campaign
 - Remove barriers in execution of Direct Mail and provide an on-ramp to direct mail for small businesses
 - Increase usage of mail for marketing purposes

Pilot Test in Austin and Raleigh



Current Direct Mail Hub Landing Page



Build Business with the Direct Mail Hub™

The Direct Mail Hub™ from the U.S. Postal Service® is a simpler way to promote your business with Direct Mail. Here, you can manage your entire campaign from start to finish. When you're done, just print your mailing and we'll take care of delivery.



1. Learn More
Whitepapers
Testimonials
Video Clips
Deliver Stories

Learn more about the benefits of Direct Mail.

Browse through how-to articles and sign up for a free Direct Mail Hub™ Starter Kit.



2. Online Solution

DirectMail2Go

Turn-Key

Online Tool

**From Progressive
Impressions Intl**



Create Your Direct Mail Campaign

Ready to design and send a customized mailpiece? The Do-It-Yourself Tool is an easy online solution that will guide you step-by-step through the process of creating a mail campaign.

- ➡ Choose from a variety of product styles, formats, and sizes.
- ➡ Add images or upload your own.
- ➡ Access mailing list tools to target the right audience.
- ➡ Manage past and current campaigns.
- ➡ Get technical support and customer care assistance.

[Get Started](#)

In September the Direct Mail Hub Landing Page will feature three pillars



Direct Mail Hub™

Building business with direct mail.

The Direct Mail Hub™ from the U.S. Postal Service® is a simpler way to promote your business with direct mail. Here, you can manage your entire campaign from start to finish. When you're done, just print your mailing and we'll take care of delivery.

2. Online Solution

DirectMail2Go
Turn-Key
Online

Do It Yourself

Create a high-quality direct mail campaign right now. Ready to design and send a customized mailpiece? This do-it-yourself tool is an easy online solution that will guide you step-by-step through the process of creating a mail campaign.

- ➔ Choose from a variety of product styles, formats, and sizes.
- ➔ Add images or upload your own.
- ➔ Access mailing list tools to target the right audience.
- ➔ Manage past and current campaigns.
- ➔ Get technical support and customer care assistance.

[Get Started](#)

OR

Have It Done for You

Connect with a professional to create your campaign from start to finish. Simply answer a few questions about your direct mail needs and get contacted by qualified vendors who can help you.

- Full-service design.
- Data Entry and Processing.
- Printing and packaging.
- Mailing and distribution.

[Get Started](#)

3. Supplier Network Solution

DirectMailQuotes
Find a local mail
service provider
From Mailers
Haven

Get a Free Direct Mail Hub™ Starter Kit

Request a free Starter Kit and we'll send you helpful information about how Direct Mail can build your business.

[Get a free kit >](#)



Direct Mail 101

This complete guide covers everything you'll need to get started with Direct Mail.

Direct Mail 101
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